



KSHB-TV

ORDER

Flight Dates **10/16/12-10/22/12**

Contract / Revision **314860 /** **SPENC-Spence for Governor 2012**

Original Date / Revision
10/16/12 10/16/12

Advertiser **Spence / Republican / Gove**
814 King Street - Suite 400
Alexandria, VA 22314-3039

Agency **Smart Media Group**

Buying Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Product

Agency Com 15%

Billing Contact

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **C16C22**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	63	\$23,092.80	\$27,168.00	0.00	10/01/12	10/22/12	63	\$23,092.80	\$27,168.00
Totals	63	\$23,092.80	\$27,168.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSHB	10/17/12	10/22/12	M-F 10-11a M-F 10-11a	CM	10-11a	1- 121--	:30	5	\$50.00	P-3	0.00 NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	1- 121--			5		\$50.00		0.00			
E 2	KSHB	10/17/12	10/22/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	1- 121--	:30	5	\$40.00	P-3	0.00 NM	5	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	1- 121--			5		\$40.00		0.00			
3	KSHB	10/17/12	10/22/12	M-F 12-1p M-F 12-1p	CM	12-1p	1- 121--	:30	5	\$60.00	P-3	0.00 NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	1- 121--			5		\$60.00		0.00			



KSHB-TV

Print Date: 10/16/12

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Contract / Revision **314860** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/16/12/ 10/16/12

Order Sep 00:20:00

Advertiser **Spence / Republican / Gov** Product **SPENC-Spence for Governor** Estimate # **C16C22**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
4	KSHB	10/17/12	10/22/12	M-F 1-2p M-F 1-2p	CM	1-2p	1- 121--	:30	5	\$50.00	P-3	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	1- 121--					5	\$50.00		0.00			
E 5	KSHB	10/17/12	10/22/12	M-F 3-4p Jeff Probst show	CM	3-4p	1- 121--	:30	5	\$50.00	P-3	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	1- 121--					5	\$50.00		0.00			
E 6	KSHB	10/16/12	10/22/12	M-F 4-430p Jeopardy	CM	4-430p	11111--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--					5	\$125.00		0.00			
E 7	KSHB	10/17/12	10/22/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	1---1--	:30	2	\$550.00	P-1	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	1---1--					2	\$550.00		0.00			
E 8	KSHB	10/17/12	10/22/12	Today Show Today Show	CM	7-9a	1---1--	:30	2	\$525.00	P-1	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	1---1--					2	\$525.00		0.00			
9	KSHB	10/16/12	10/21/12	Sa Today Show Sa Today Show	CM	6-8a	-----S-	:30	1	\$33.00	P-3	0.00	NM	1	\$33.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$33.00		0.00			
10	KSHB	10/16/12	10/21/12	Sa 8-10a Sa 8-10am	CM	8a-10a	-----S-	:30	1	\$35.00	P-3	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$35.00		0.00			
12	KSHB	10/16/12	10/21/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$50.00		0.00			
E 13	KSHB	10/17/12	10/22/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	1---1--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	1---1--					2	\$400.00		0.00			
E 14	KSHB	10/17/12	10/22/12	Nightly News Nightly News	CM	530-6p	1-1-1--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	1-1-1--					3	\$1,200.00		0.00			
E 15	KSHB	10/17/12	10/22/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	1---1--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	1---1--					2	\$600.00		0.00			
16	KSHB	10/16/12	10/21/12	NBC Action News at 5p NBC Action News at 5p Su	CM	5-530p	-----S	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$100.00		0.00			
17	KSHB	10/17/12	10/22/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	1-111--	:30	4	\$120.00	P-3	0.00	NM	4	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	1-111--					4	\$120.00		0.00			

Totals	63	\$27,168.00
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